02/28/96 14:09 312 220 6562 LEO BURNETT 002/002

COUPON RESPONDERS IN THE PAST TWO YEARS

CAMEL

AGE	COUPON ONLY RESPONDERS LAST TWO YEARS* ALL	Male	Female	Unknown	COUPON ONLY MAILED 96201 ALL	Male	Female	COUPON RESPONDERS LAST TWO YEARS** ALL	Male	Female	Unknown	COUPON RESPONDER MAILED 96201 ALL	Male	Female
21 - 24	9,040	5,850	3,030	160	1,410	1,200	210	6,550	4,110	2,150	290	1,580	1,350	230
25 - 34	62,360	41,260	19,870	1,230	9,750	9,470	280	40,350	26,290	13,540	550	10,560	10,170	390
35 - 44	63,270	45,190	17,210	870	10,750	10,520	230	36,790	24,380	11,510	900	11,790	11,510	280
45 - 54	41,380	31,170	9,660	550	620	550	70	69,050	49,310	18,850	890	750	670	80
55 - 64	25,110	17,630	6,760	720	200	150	50	44,090	33,290	10,210	570	210	160	50
65 +	31,160	20,900	9,580	680	140	90	50	25,910	18,330	6,860	720	150	100	50
Unknown	6,550	4,110	2,150	290	10	10	0	31,470	21,070	9,710	690	10	10	0
ALL	238,870	166,110	68,260	4,500	22,880	21,990	890	254,210	176,780	72,820	4,610	25,070	23,990	1,080

WINSTON

AGE	COUPON ONLY RESPONDERS LAST TWO YEARS* ALL	Male	Female	Unknown	COUPON ONLY MAILED 96201 ALL	Male	Female	COUPON RESPONDERS LAST TWO YEARS** ALL	Male	Female	Unknown	COUPON RESPONDER MAILED 96201 ALL	Male	Female	Unknown
21 - 24	4,210	2,290	1,740	180	380	330	50	15,100	7,630	6,760	710	30	370	50	0
25 - 34	56,890	30,520	24,730	1,640	5,580	5,480	100	25,280	13,910	10,650	720	2,600	5,860	150	0
35 - 44	100,950	54,150	45,330	1,470	10,260	9,800	460	39,110	20,620	17,380	1,110	3,830	10,330	500	10
45 - 54	107,970	56,940	48,190	2,840	1,020	690	330	105,800	56,830	47,450	1,520	10,840	760	360	0
55 - 64	63,270	31,890	30,190	1,190	360	250	110	111,810	58,940	50,010	2,860	1,120	280	110	0
65 +	61,410	30,370	29,750	1,290	220	130	90	64,230	32,410	30,620	1,200	390	130	100	0
Unknown	15,100	7,630	6,760	710	30	20	10	62,080	30,770	29,990	1,320	230	20	10	0
ALL	409,800	213,790	186,690	9,320	17,850	16,700	1,150	423,440	221,110	192,860	9,440	19,040	17,750	1,280	10

SALEM

AGE	COUPON ONLY RESPONDERS LAST TWO YEARS* ALL	Male	Female	Unknown	COUPON ONLY MAILED 96201 ALL	Male	Female	COUPON RESPONDERS LAST TWO YEARS** ALL	Male	Female	Unknown	COUPON RESPONDER MAILED 96201 ALL	Male	Female
21 - 24	880	190	660	30	50	40	10	3,470	1,400	1,870	200	50	40	10
25 - 34	37,920	11,040	25,310	1,570	2,630	2,490	140	11,180	2,990	7,840	1,130	2,710	2,540	170
35 - 44	51,530	17,680	32,980	870	3,870	3,560	310	28,620	8,430	18,940	790	3,960	3,650	310
45 - 54	13,560	5,410	7,780	370	180	110	70	53,130	18,110	34,130	2,140	190	120	70
55 - 64	7,110	3,120	3,770	220	50	20	30	14,090	5,640	8,080	1,260	50	20	30
65 +	7,250	2,810	4,250	190	20	10	10	7,220	3,150	3,850	590	30	10	20
Unknown	3,470	1,400	1,870	200	0	0	0	7,320	2,840	4,290	410	0	0	0
ALL	121,720	41,650	76,620	3,450	6,800	6,230	570	125,030	42,560	79,000	3,660	6,990	6,380	610

* Marlboro Coupon Responders who have only responded to a Marlboro coupon in the past two years (Not MCS or Gear)
** Marlboro Coupon Responders who may have responded to MCS or Gear

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Source: https://www.industrydocuments.ucsf.edu/docs/tfcn0004